



# Get In Front, Milwaukee!

October 26-27, 2022  
Journeyman Hotel  
Milwaukee, WI

## sneak peek

Highlights below - timing subject to change!

### Wednesday, October 26

6:00pm – 9:00pm: Welcome Reception

### Thursday, October 27

8:00am – 9:00am: Buffet Breakfast

9:00am – 9:30am: Welcome & Opening Remarks

9:30am – 12:00pm: Morning Sessions

12:00pm – 1:00pm: Lunch

1:00pm – 4:45pm: Afternoon Sessions & Closing Remarks

6:00pm – 8:30pm: Dinner

9:00pm – 11:00pm: After Party

After two years of hosting in a virtual setting, Anteriad brings the 14th installment of this roundtable event, in person, to the Journeyman Hotel in Milwaukee!

Our moderator-led discussions will focus on today's data-driven B2B trends and insightful stories from top B2B marketers and executives sharing evolving opportunities, challenges, successes, and their outlook for the future.

The forum-styled exchange allows for small group discussion on the topics most greatly impacting B2B merchandisers, associations, ecommerce, and event businesses. Get In Front Milwaukee! offers business leaders the opportunity dive into myriad topics, ranging from supply chain management to data privacy to channel integration. This unique gathering provides the ideal setting for networking and idea exchange among peers and across industries. Come prepared to share and ready to leave with ideas to transform your business.

Get In Front, Milwaukee! will kick off with a Welcome Reception the evening of Wednesday, October 26th and follows with a full day program, dinner and after party on Thursday, October 27th.

To learn more about this event and how you can attend, contact your Anteriad Sales Rep or inquire [here >](#)

## Preview of speakers and topics:

### Moderators:



**Lauren Taber**  
Co-Founder | nanochomp



**Scott Tinkoff**  
Senior Vice President | Anteriad



**Greg Banks | Why be a Salmon? Going with the Flow in a Customer Centric World**  
Vice President, Customer Experience | Hubert



**Stephanie Mohlmann | Going beyond GA: Assessing Marketing Spend by Customer Value**  
Director, Marketing Strategy | Anteriad



**Scott Bass | Creating a Content Program that Excels: How Edmund Optics is Winning**  
Vice President, Global Marketing & Corporate Communications | Edmund Optics



**Patrick Butler | Cracking the Code on Email Acquisition**  
Vice President | Anteriad



**Lynn Tornabene | What's Easier: Improving Data Orchestration or Herding Cats?**  
Chief Marketing Officer | Anteriad



**Get In Front, Milwaukee is an invitation-only event. If you would like to learn more about this event and attend, please inquire with your Anteriad Sales Rep or contact us >**